

# city college news

## Meeting the mail call was a team effort

It took the efforts of many people across the college, but the results were well worth it. On March 28, over 11,000 offer letters were in the mail and on their way to prospective students – which is almost double the number sent out on the same date in 2001.

According to Pam Royle, Vice-President for Strategic Enrolment Management, it all began with a need to increase the student intake for the fall of 2002 by 1,000 over the traditional target. That need led to a comprehensive Admissions Review Project that would allow for faster processing and delivery of offers. This included an automated application assessment process (see CCN Vol. 19, No. 6) that dramatically reduced turnaround time on processing a bulk of the applications.

"Colleges in the GTA are operating in an extremely competitive environment," she says. "We're all vying to be the first to get offers to prospective students. Our

new Admissions Review Project was developed specifically to make us even more competitive and responsive."

Royle credits the hard work of people in the Registrar's Office, the IT Department, the Assessment Centre, the Academic Divisions, Marketing & Communications, and Facilities Management. She says that further efficiencies were gained by utilizing the new in-house mailing

operation within the Registrar's Office (previously merging and assembly of documents was contracted to an outside service).

"Getting the letters out more quickly was only part of the overall initiative," she adds. "The Academic Divisions put every effort into moving their divisional selects and testing through more quickly. We also implemented a much faster, more

timely and more accurate reporting system. It all came together to deliver success.

"This is big news for 2002," she says. "Getting those 11,000 offers in the mail right out of the gate will be a huge factor in helping us achieve our enrolment goals for the coming year." According to Royle, however, the job's not over yet. The next step is getting another 7,000 offers out by May 1.



Staff from departments across the college worked together to deliver 11,000 offer letters to prospective students. Celebrating the day's achievement are (l to r) Barry Hemmerling, Pam Royle, Ray Tibando, Sharon Kinasz, Yasmin Walli, Emile Reid, Jeff Bondy and Aleem Esmail.

## GBC receives approval for new Bachelor degree

George Brown will have a new degree offering in the upcoming calendar – a Bachelor of Applied Business (Financial Services).

On March 27, the college was awarded the right to grant an applied business degree by Ontario's Minister of Training, Colleges and Universities, Dianne Cunningham. One of nine Ontario colleges granted approval to offer bachelor

degrees, George Brown will begin accepting students into the new four-year B.A.B. program in September 2003.

According to Paul Carder, Dean of Faculty of Business & Creative Arts, the B.A.B. responds to the changing skills and knowledge requirements of financial services employers – Toronto's largest employer group – and will prepare students for careers as accountants, financial planners

and financial service managers and administrators.

"No other program combines business education, co-operative work opportunities and computer-based learning with skills development in critical thinking, team-building and communications," he says. "It's a highly attractive option for students striving for a CGA, CFP or AICB designation, as our program will fulfill these organiza-

tions' syllabus requirements.

"This degree status strengthens George Brown's position as the school of choice for financial services education," says Carder. "It's natural for us to consider the B.A.B. as part of the programs we offer through our Centre for Financial Services Education. It will ensure our graduates are in high demand for the fastest growing career sectors in Toronto's economy."

# Exclusive European exhibition showcases George Brown teacher's jewellery designs

George Brown Jewellery instructor Paul McClure recently received an offer he simply couldn't refuse. He was only one of three international artists whose works were selected to appear at the Solidor Exposition Hall Contemporary Jewellery Show in Cagnes-sur-Mer, France running from March 2 to May 20. The event has the theme "Three Visions of a Body," and also includes works by Sophie Hanagarth of Switzerland and Christoph Zellweger from the U.K.

McClure considers jewellery to be "the perfect medium for

exploring the human body and how we perceive it in society today" and says his unique designs evolved from a combination of societal and personal influences.

"Scientific information and imagery have fed themselves



into the visual language of today. A lot also has to do with my personal reactions to cancer and AIDS."

Prior to a teaching career, McClure spent several years traveling and showing his work in Europe and galleries in North America. "It began when I went to Barcelona on a six month exchange," he says. "I loved it, and ended up staying three years." When he returned, he worked in a jewellery gallery in Montreal then taught at his alma mater, the Nova Scotia College of Art and Design.

Two years ago, he returned

to Toronto to teach at George Brown.

While he is not designing as much as before, McClure says he would like to do more exhibitions again. For the time being, however, he is enjoying working with students here. "With teaching I can interact with students and give back to the jewellery community. It's a young field in Canada compared to Europe. Given my international experience, I feel I can help students out in some way."

McClure's work is currently being exhibited at the Prime Gallery on 52 McCaul Street.

## Two faculty run for open Board of Governors position

*The following two candidates are running for a seat on the College's Board of Governors as Faculty representative. The three-year term of office commences September 1, 2002. Voting will take place from 8:30am to 6pm on Wednesday, April 24 and Thursday, April 25. Polling booths will be set up on each of Nightingale, Casa Loma and St. James Campuses. For more information, contact John Price at ext. 2543.*

### Ita Ferdinand-Grant

As the Faculty's representative on the GBC Board of Governors, I will try my best to:

- Listen carefully and be open to your concerns
- Communicate your interests to the Board effectively
- Focus the Board's discussion on academic essentials
- Ensure that crucial

decisions and policies being formulated do address your needs

I will continue to:

- Keep you informed regularly of the Board's activities; Respond to your inquiries in a timely manner
- Represent you effectively at sub-committee and board

meetings

- Sustain my involvement in the key matter of academic policy development
- Be alert to new issues and initiatives that will help develop our students and college



### Amalesh Chakraborty

The decisions made by the Board of Governors affect the entire college community and how it functions. These decisions affect all of us. It only makes logical sense that all of us are represented at the Board to ensure that the right decisions are made for the benefit of all segments of the college.

As a faculty representative to the Board of Governors, I would like to represent the academic staff of this college,

to uphold their interest and to convey their concerns and suggestions to the Board of Governors while establishing the purpose and direction of our college.

I intend to learn as well as to contribute to the process of managing the college efficiently and effectively. Reducing the gap in communication between the Board of Governors and the academic staff by promoting an effective two-way communication

is also one of my goals.

I have a significant amount of energy and initiative. I am motivated, and always find time for the college and the academic staff. Given my varied experience, both management and professional, in many countries and organizations, including George Brown College, I feel that I am well suited for the job of a Faculty Representative to the Board of Governors. I AM POSITIVE, I CAN DO THE JOB.



## Secondary school IT stars shine at Technology in the City

On April 2, more than 220 students, administrators, government representatives, business partners and other invited guests visited the Casa Loma campus to take part in George Brown's first-ever "Technology in the City" event.

The day's activities included technology competitions for George Brown and secondary school students, presentations, tours of facilities (including Microelectronics' new automated surface mount manufacturing lab), an open house, and other special events. Michael Dell, Chairman and CEO of Dell Computers, accompanied by Lawrence Pentland, Dell's

Vice-President of the Americas International, was on hand to speak to invited guests and enjoy a demonstration of a new student-developed Web site.

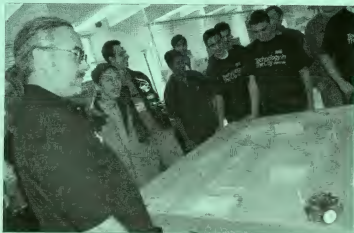
Winners of the secondary school technology competitions received first year scholarships to the college's Faculty of Technology. There were four competitions –

- IT (won by Lakeshore Collegiate);
- Building Technology (Birchmount Park Collegiate);
- Mechanical Engineering (Lakeshore Collegiate); and
- Microelectronics (Earl Haig Secondary School).

Technology Dean Joy McKinnon says, "I'd like to

thank the many people who worked so hard to make Technology in the City such a success. From the members of the organizing team, the GBC student ambassadors, exhibitors and industry part-

ners to the secondary school students who attended and participated in competitions and the media who did the judging – everyone got caught up in the excitement of the day."



## International chef shares his experience with George Brown students

Students in the Italian Culinary Arts program had a rare treat when international chef and George Brown graduate John Gramarossa visited the college to deliver a series of presentations. Gramarossa currently works for the world-renowned chef and restaurateur Alain Ducasse in a Michelin star restaurant, the Bastide de Moustiers in Provence, France.

A Toronto-born, third-generation Italian, Gramarossa graduated from George Brown in 1992. During an externship to Italy, he stayed on to improve his culinary skills on the international circuit, where he did work for establishments in Italy, New York, Paris and Monte Carlo.

According to Gramarossa, lecturing at George Brown is something he has really enjoyed. "I like to give something to the institution and the students and I'm at ease here. It's important in

our business to pass your experience around.

"Cooking is about having a good attitude and questioning directions," he continues. "I love to cook, but there's a life out that window or steel room we work in, and this is the first time that I have felt comfortable enough to be able to offer something of value to others. It's great to be back in the classroom, even for a little while."



## George Brown announces two new appointments

Lorraine Trotter has been appointed Director, Access Centre of Excellence. Trotter has held a range of senior positions with Levi's, Abitibi-Price, Executrain and most recently, WorkNet Inc. She brings extensive skills in adult education and training, in human resource and change management, in the development/launching of new programs and services, and in building internal and external partnerships. Trotter also has considerable background in the development and application of e-learning to adult education. In her most recent position as President of WorkNet, she worked closely with George Brown to develop and deliver "The World of Work" on-line general education course.

Michael Cooke, Vice-President of Academic Excellence, says, "Given her senior leadership experience, her exceptional analytical and interpersonal skills and her

strategic approach, Lorraine is well equipped to lead the development of our new Access Centre of Excellence."

Barbara Dyce has been named Associate Dean, Faculty of Community Services & Health Sciences. In this new role, Dyce will work closely with the Faculty's Dean and Chairs to provide strategic leadership, effective management and superior service to the division's 300+ staff and 3000+ students.

Cooke says, "Barbara is well known to the college community for the outstanding leadership she has provided as Chair, Academic Bridging since 1994 and as Acting Chair, Community Services in 2000-01. As the Faculty moves forward to implement its new Centres of Excellence, it will benefit greatly from Barbara's superb management skills and her collaborative approach to leadership."

# upcoming events

## **Theatre School Productions**

*Until Saturday, April 20*

Spring Repertory Session: *The Beaux' Stratagem* by George Farquhar and *Machinal* by Sophie Treadwell  
George Brown Theatre, 530 King Street East  
Tickets are \$12 for general admission, and pay-what-you-can for Saturday matinees.

Call 416-415-2167 to order tickets.

## **Jewellery Students Grad Show**

*Until Friday, April 26*

Bounty Contemporary Canadian Craft, Harbourfront Centre  
Call Paul McClure, 416-415-2900 ext. 3638.

## **EMERGE Exhibition, Graphic Design Graduates**

*Week of April 15*

*April 16 (6pm), Keynote Address by Jennifer Sterling of Sterling Design-California*

Design Exchange, 234 Bay Street

Tickets: Students \$10, Professionals \$15

Call 416-216-2160 for tickets.

Call David Steele, 416-415-2030 for more information.

## **Marketing in the New Economy Information Sessions**

*April 23, May 14 and June 6 (6:00 to 7:30pm)*

Faculty of Business & Creative Arts

St. James Campus, Room 461D (April), Room 344E (May-June)

## **Free True Colors® Workshop – sponsored by Marketing & Communications and Continuing Education**

*Monday, April 22 and May 27 (6:30 to 9:30pm)*

St. James Campus, 200 King St. E., Room 128

Call 416-415-2000 ext. 3444 and press 3 to register.

## **The George Brown Spring Fashion Show: Signatures 2002**

*Thursday, April 25 (7:30pm)*

Tickets \$15 in advance and \$20 at the door

Convocation Hall, 31 King's College Circle, University of Toronto

Call Rosa Fracassa at 416-415-4854 ext. 3460.

## **Discovery Days/Open House**

*April 25, May 16 and 30, June 12 and 28 (2:30 to 4:30pm)*

Hospitality and Tourism

Take a complete tour of the facilities, see demonstrations by chef/instructors, etc.

Call Scott Ribbins at 416-415-2239.

## **Student Services Fair**

*Tuesday, May 14 (11am to 1pm)*

Hospitality and Tourism

Call Scott Ribbins, 416-415-2239.

## **Free Career Planning Workshop – sponsored by Marketing & Communications and Continuing Education**

*Monday, May 13 (6:30 to 9:30pm)*

St. James Campus, 200 King St. E., Room 128

Call 416-415-2000 ext. 3444 and press 1 to register.

# news briefs

## **Guest lecturer gives heads up on HIV/AIDS education in the Deaf Community**

On March 28, over 35 Deaf and hearing faculty and students attended a guest lecture by Adrian Desmarais, Resource Consultant with the Deaf Outreach Project (DOF), a program affiliated with the Ontario Association of the Deaf (OAD). The DOP provides HIV/AIDS education, support and services to the Deaf community in Ontario through community development and health promotion. You can find more information about major Deaf community events – such as the May 10th MAYFEST and DEAFFEST – by going to the OAD website at [www.deafontario.org](http://www.deafontario.org).

## **Canadian Deaf Children's Advocate and author visits Nightingale Campus**

On March 14 over 60 faculty and students attended a guest lecture by Joanne Cripps, well-known Deaf children's advocate and author. Faculty and students from a variety of programs – Early Childhood Education, Academic Upgrading for Deaf Adults, Intervenor for Deaf-Blind Persons, Pre-Interpreter and ASL-English Interpreter – attended the workshop. Cripps, who is the author of "Quiet Journey: Understanding the Rights of Deaf Children," presented some of her own experiences as a Deaf person, as well as those of other Deaf people in the Deaf Community. This lecture was organized by the ECE program and Disability / Deaf and Hard of Hearing Services, Student Affairs. Special thanks to Dale Hall in the Office of the Human Rights Advisor at GBC for sponsoring this event!

## **Are You Ready For Work? Workshops for grads and continuing students looking for work**

From April 29 to May 30, Counselling, Career & Employment Services is offering a series of one-hour workshops to assist students with their job search. Workshops include: Information Meetings, Networking, Preparing Résumés, Portfolios, and Interview Preparation and Practice. All workshops are at St. James campus and open to all students. Students can register at Room 582C, 200 King St. E. or by calling 416-415-2107.

Please help us to ensure that our students know about these workshops. If you would like a copy of the schedule, contact Franky Chernin at ext. 2674 or [fchernin@gbrownc.on.ca](mailto:fchernin@gbrownc.on.ca).

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